

Profile

Applicant: Regional Application
Grant Manager: Jessica Taylor
Name of Organization: The Maine Highlands
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Date of Incorporation: December 19th, 2002
EIN: 42-1568342

What were the top three highlights from the previous fiscal year?

The top three highlights for The Maine Highlands were:

- 1) The Eastern States Exposition – This consumer show is very important to our region. TMH had presence at this show for ten days this year. The MTA also featured our region for two days in the front of the state of Maine building. Member support is phenomenal for this show.
- 2) The Maine Media Marketplace – This show provides a one on one setting with many high caliber editors and writers. The region can only benefit from the exposure that it receives at this show.
- 3) Discover New England Summit – The summit provided a speed date setting with domestic and international tour operators and receptive operators. We do not receive many motor coach tours through our region and with this show we made very good contacts, which we hope to be working with in the future.

Please state your three primary goals for the next year and how you expect them to increase tourism revenue for the region with cooperative funds.

Three primary goals for the coming year

- 1) To increase the presence of the region and its members in more targeted out-of-state publications and better targeted tradeshows. We have decided to take part in a hunting and fishing tradeshow this year, which one has yet to be determined. Our region has a very substantial amount of Registered Maine Guides and sporting camps, this is an effort to recognize and bring more attention and consumers to this part of our region.
- 2) Increase the amount of motor coach tours and packages that are available within the region. TMH will work with area businesses and other non-profit groups to create and market these opportunities.
- 3) Our third goal is to completely revamp our region's website. By doing this we will be able to offer region wide packages, itineraries, complete detailed up-to-date information and a comprehensive visitor centric layout. By streamlining our website and making it easier to navigate we will then enhance our web visitor's experience, thus making them want to come to our region.

Please describe the overall strategy you will implement to achieve these goals.

The Maine Highlands Corporation's marketing strategy for the fiscal year '07 will be to continue to increase regional visitation among both individual consumers and the travel industry. The Maine Highlands will continue to market the region as the "natural wonder of Maine" and invite consumers to have "a vacation experience like no other in America". This marketing will be done by a combination of print advertising, trade show participation, an increased/improved internet presence, and the development of tourism products. We will work cooperatively with partners, from around the region and the state, to develop the best possible programs for each of these goals.

How do these goals and strategies fit with the Office of Tourism's?

The goals of The Maine Highlands Corporation mirror those outlined in the Maine Office of Tourism's five year plan in that they strive to: (1) increased market share of tourism, (2) expand visitation to the state, specifically to our region, and (3) reach more consumers with positive media coverage, combined with strategic advertising.

Please describe how the financial resources will be monitored by your organization.

The Maine Highlands Corporation has received 501 (c)(6) status. At this time, the Greater Bangor Convention and Visitors Bureau and Eastern Maine Development Corporation will serve as grant applicant, recipient and will oversee the grant. At the direction of TMHC Board of Directors, the GBCVB and EMDC will administer and implement the program as outlined in the grant application. TMHC staff, Jessica Taylor, Marketing Coordinator, will be responsible for seeing that the program is completed as contracted and within the MTMPP guidelines. We have budgeted for accounting review as required by the guidelines. All monitoring and reporting requirements will be met.

Primary Analysis

Research

Is your region or event conducting any research initiatives this year?

Yes

If you have Research Initiatives, please state the purpose and give a brief description of each.

The Maine Highlands staff, Jessica Taylor, Marketing Coordinator will be utilizing the research that Eric Stumpfel has partially completed to develop an online waterfall guide to TMH region. Work for this project will include: visitation, photography, and inventory of the sites.

Public Relations

Who is the person/company that is responsible for your PR program?

Company: The Maine Highlands

Address: c/o Jessica Taylor
40 Harlow Street
Bangor, Maine 04401

Phone: (207) 947-5205

Email Address: jessica@bangorcvb.org

Would you be interested in participating in a two-hour public relations workshop?

Yes

Would you like to be contacted regarding PR efforts?

Yes

Please provide a list of editorial contacts:

(No Response)

Please provide a list of publications and/or broadcast outlets you would most like to target:

Outdoor Publications
Group Tour Publications
Adventure Travel Publications
Historical / Cultural Publications
Meeting / Convention Publications

Co-Op Efforts

In what type(s) of co-op effort, if any, is your group participating?

Internal, e.g. A local matching program with hotels and inns., External, e.g. Partnerships with other groups., State-wide, e.g. Coordinated intra-state vacation effort in partnership with the MOT, participate in MOT/PSA

Please describe in further detail your co-op efforts:

Internally, we make cooperative marketing available to all of the business members of TMH in the form of brochure distribution at trade shows, cooperative advertising opportunities in target publications, and cooperative advertising in Maine Invites You. Externally, we partner with organizations, such as the Bangor International Airport, for trade shows and other marketing opportunities. State-wide, we have participated in the Maine Pavilions at four different trade shows this year.

Website Development & Maintenance

If you currently have a website, please provide us with your URL:

URL: <http://www.themainehighlands.com>

Please provide a brief description of the overall goal of your site and the functionality that the site offers to its visitors:

Our website is functional, but in the coming year we will be undergoing significant changes to the content portion of the site. We have added an enhanced lodging and dining guide, as well as an interactive regional map, that allows the consumer to print sections of the region on 8 1/2" x 11" page. We do have a visitor survey and an online request for visitor information.

Please provide a brief description of the intended strategy for improvement over the next one to two years:

The Maine Highlands would like to completely revamp our website. The content that is currently on our website is out-dated and generic. In the coming years, we would like to have our website accurately represent our region and the activities we have here. We would like to begin pod-casting on our site, as well as develop an on-line booking agent for our region.

Visitor Database

Do you collect and compile information on your visitors (names, addresses, areas of interest, etc.)?

Yes

If so, please describe how the database is currently structured and how it is used for marketing and communication initiatives:

We have an on-line request for information form and a visitor survey on our website. We also have a toll-free number for visitors to call. That information is kept in our office and reviewed periodically to look for patterns in demographics, geographics, and trends in visitor interests.

Budget Summary

Current Projects

Project 1: PSA Project

Description: Regional Representatives chose to support Public Service Announcements to inform Maine residents about the role tourism plays in the Maine economy and to promote vacationing in Maine.

MTMPP Award: \$10,000.00

Project 2: Web Application Streamlining

Description: Regional Representatives chose to support the streamlining of the MTMPP Grant online application and to simplify the grant reporting process.

MTMPP Award: \$2,050.00

Project 3: CENTRO Tracking / Measurement

Description: Regional Representatives chose to support the development of measurement systems by the University of Maine's CentRO and to provide a clearing house for regions data collection.

MTMPP Award: \$4,875.00

Project 4: Administrative Costs

Description: The Administrative fee is 20% of the regional grant allocation and does not require a match.

MTMPP Award: \$17,400.00

Project 5: Packaging Follow-Up & Marketing

Project Type: Tourism Product Development

Description: Element Description: The Maine Highlands worked in the past with a privately funded grant, which gave us the ability to organize motor coach itineraries and develop packages for the region, as well as create a business model for others who are interested in this type of product. This project enables TMH to establish sales and marketing opportunities/relationships within and outside the state.

Element 1: Packaging Follow-Up & Marketing

Project: Packaging Follow-Up & Marketing

Element Description: The Maine Highlands worked in the past with a privately funded grant, which gave us the ability to organize motor coach itineraries and develop packages for the region, as well as create a business model for others who are interested in this type of product. This project enables TMH to establish sales

and marketing opportunities/relationships within and outside the state.

Timeline: This project will be completed by the end of the grant cycle. TMH would like to focus on creating, marketing and tracking packages by using our website, established relationships, and by word of mouth.

Tracking: Most of the itineraries and packages have commissions built into them. Business participation will also need to be established, so TMH can collect accurate results. Data will be collected weekly or bi-weekly and will be sent to CenTRO for analyzing.

Target Market: Residents and Out of State Visitors; TMH has such a vast collection of different accommodations, dining, and activities; no one is excluded from our target market.

Rationale: By increasing the total amount of pre-packaged lodging, dining and activity options, TMH feels that it will increase the likeliness of return visits, lengths of stay and first time visitors. By making traveling easier the region becomes more appealing.

Budget Description: This budget element includes: organization of the packages within the region, establishing relationships and sales outlets for the product, and follow up with the visitors to ensure the product matched the expectation.

MTMPP Award: \$2,000.00

Cash Match: \$1,500.00

In-Kind Match: \$675.00

Project 6: Free Stay Maine Program

Project Type: Tourism Product Development

Description: The Free Stay Maine Program was developed by the Cruise Maine Coalition, the Maine Port Authority, and the Maine Office of Tourism. These organizations are seeking support from the tourism regions to maintain the program in the coming year. The program provides vouchers to cruise passengers for a free night stay at any of the lodging partners on a return visit. The program also offers special rates and discounts to card holders.

Element 2: Free Stay Maine Program

Project: Free Stay Maine Program

Element Description: The Free Stay Maine Program was developed by the Cruise Maine Coalition, the Maine Port Authority, and the Maine Office of Tourism. These organizations are seeking support from the tourism regions to maintain the program in the coming year. The program provides vouchers to cruise passengers for a free night stay at any of the lodging partners on a return visit. The program also offers special rates and discounts to card holders.

Timeline: The Free Stay Maine Program is administered throughout the summer cruise season.

Tracking: There is a tracking element built into the program. Results will be available through the Cruise Maine Coalition.

Target Market: Cruise passengers arriving in all Maine ports.

Rationale: This program provides an incentive for return visits to the state of Maine for a land-based vacation. This incentive may increase lengths of stay and visitation to the region.

Budget Description: The budget covers the costs of administering the Free Stay Maine program at the Bangor port. It also covers program costs requested by the Cruise Maine Coalition.

MTMPP Award: \$3,000.00

Cash Match: \$0.00

In-Kind Match: \$0.00

Project 7: Maine Invites You

Project Type: Advertising

Description: The Maine Invites You book is the states official travel planner and as a region it is very important to have regional advertisements in it. The cooperative advertising opportunity will be extended to all sub-regions within TMH. This year it is TMH goal to increase regional representation within the publication.

Element 3: Maine Invites You

Project: Maine Invites You

Element Description: The Maine Invites You book is the states official travel planner and as a region it is very important to have regional advertisements in it. The cooperative advertising opportunity will be extended to all sub-regions within TMH. This year it is TMH goal to increase regional representation within the publication.

Timeline: Focus on this project will begin after the grant has been approved. The Maine Tourism Association decides on all the space reservation deadlines.

Tracking: Working with CentRO, TMH region would like to develop a consistent way of tracking for the entities that place ads.

Target Market: Visitors and potential visitors to the state of Maine and The Maine Highland region.

Rationale: This is the state of Maine's official travel planner. Many people request these and not to be in it would be a loss for the region. Many people contact us because they have seen our ads in the publication.

Media Type: Print

Co-op Opportunity: Yes, TMH works with our six sub-regions to cooperatively advertise in Maine Invites You. The chambers of commerce and the CVB in Bangor sell the ads to their business members. All of TMH pages also have a similar look and feel to them, thus creating consistent images of the region.

Budget Description: The budget for this project includes coordination of the pages between the sub-regions and for the consistent page designs.

MTMPP Award: \$2,000.00

Cash Match: \$6,500.00

In-Kind Match: \$2,500.00

Project 8: Out of State Advertising

Project Type: Advertising

Description: The Maine Highlands proposes advertising in targeted out of state publications. We would like to target coastal out of state communities. This project's scope must be kept open due to the co-op opportunities that may arise throughout the grant's cycle.

Element 4: Out of State Advertising

Project: Out of State Advertising

Element Description: The Maine Highlands proposes advertising in targeted out of state publications. We would like to target coastal out of state communities. This project's scope must be kept open due to the co-op opportunities that may arise throughout the grant's cycle.

Timeline: Advertising should be completed prior to the end of the grant cycle.

Tracking: Each advertisement will have a unique URL to TMH website. This way we can track the success rate through the website statistics.

Target Market: Anyone that is interested in traveling to The Maine Highland's region and the state of Maine.

Rationale: Through advertisements we educate visitors on the many different vacation options that TMH has to offer. Increased visitation and length of stay are our main goals.

Media Type: Print

Co-op Opportunity: TMH are always open to co-op advertising opportunities.

Budget Description: This element includes: the cost of ads, cost of creative time for the ads, and cost of coordinating the cooperative opportunities.

MTMPP Award: \$14,000.00

Cash Match: \$750.00

In-Kind Match: \$500.00

Project 9: Travel Agent, Travel Writer & Tour Operator Follow-Up

Project Type: Fulfillment

Description: In partnership with TMH designated tradeshow, the follow up would be with travel agents, travel writers, and tour operators. Follow-up would include direct mailings, shipping of materials, and basic costs incurred with contacting and maintaining relationships.

Element 5: Travel Agent, Travel Writer & Tour Operator Follow-Up

Project: Travel Agent, Travel Writer & Tour Operator Follow-Up

Element Description: In partnership with TMH designated tradeshow, the follow up would be with travel agents, travel writers, and tour operators. Follow-up would include direct mailings, shipping of materials, and basic costs incurred with contacting and maintaining relationships.

Timeline: Ends at the conclusion of the grant cycle.

Tracking: This project can be tracked by collecting responses and gauging interest from the involved parties. A relationship with CenTRO will be helpful in developing a conversion study specifically aimed at print articles, planned tours, and vacations to our region.

Target Market: Travel Agents, Travel Writers, & Tour Operators

Rationale: Increasing the visibility of the region can only help our tourism industry. Press coverage and relationships with tour operators & travel agents will increase visitation to our region.

Partners: TMH will develop partnerships wherever the opportunity arises.

Budget Description: The budget for this item includes: coordination for the follow-ups, possible printing costs, and travel expenses.

MTMPP Award: \$1,200.00

Cash Match: \$0.00

In-Kind Match: \$0.00

Project 10: Hospitality Industry Training Marketing

Project Type: Hospitality and Technical Assistance Training

Description: As the Hospitality Industry Training program enters its fifth year of operation, we find that the demand for the program is growing. We will continue to market the program statewide, offering the classes both onsite and at our facilities.

Element 6: Hospitality Industry Training Marketing

Project: Hospitality Industry Training Marketing

Element Description: As the Hospitality Industry Training program enters its fifth year of operation, we find that the demand for the program is growing. We will continue to market the program statewide, offering the classes both

onsite and at our facilities.

Timeline: Ends at the conclusion of the training sessions, dates have yet to be set.

Tracking: The number of inquiries received as a result of our marketing efforts and the number of individuals that complete the training, will tell us our success rate.

Target Market: Owners, managers and employees of lodging, dining, and retail businesses within the state of Maine.

Rationale: With this type of project, our target is the decision makers within the individual businesses. This form of direct contact will ensure great results because they understand the value of having certified customer service representatives within their business.

Partners: Greater Bangor Convention & Visitors Bureau

Budget Description: The budget for this item includes: marketing and coordination of the marketing for the training program.

MTMPP Award: \$2,800.00

Cash Match: \$3,000.00

In-Kind Match: \$0.00

Project 11: Consumer & Industry Trade Shows

Project Type: Travel Trade & Consumer Shows

Description: The Maine Highlands proposes participation in seven consumer and industry trade shows, as well as the region's chamber of commerce specific trade shows.

Element 7: Eastern States Exposition

Project: Consumer & Industry Trade Shows

Element Description: The Maine Highlands has had a continuing presence at this show for four years now. We have received an informal invitation to participate again in September of 2007. This show allows TMH to come in direct contact with the drive market that comes from Massachusetts and surrounding states.

Timeline: The exact length of TMH exhibit has yet to be determined. The last day for set up is September 13th, last year we displayed for nine days and were featured in the Maine Tourism Association for one and a half days.

Tracking: This show's tracking is dependent on the business partners. TMH encourages them to keep track of where their guests heard about them. TMH will also be working with CenTRO to develop a more standardized way to track our trade shows.

Target Market: The market for this show is the travel consumer from Massachusetts and surrounding states, as well as individuals from all over the USA, Canada and overseas.

Rationale: This show and market have proven to be productive for our region. We will exhibit here until it proves to be unsuccessful.

Partners: TMH works with our business partners to distribute their marketing materials at the show.

Budget Description: The budget for this item includes: travel expenses, supplies, the marketing efforts to gain business partnerships, exhibition time and booth rental.

MTMPP Award: \$3,125.00

Cash Match: \$2,000.00

In-Kind Match: \$2,000.00

Element 8: Boston Globe Travel Show

Project: Consumer & Industry Trade Shows

Element Description: This is TMH third year participating in the Boston Globe Travel Show. We believe that this show increases our visibility to this drive-market segment. This show also has potential for developing relationships with travel writers, travel agents, and tour operators.

Timeline: The exact dates are unknown for next year, but usually the show takes place near the end of March.

Tracking: This show's tracking is dependent on the business partners. TMH encourages them to keep track of where their guests heard about them. TMH will also be working with CenTRO to develop a more standardized way to track our trade shows.

Target Market: The targeted audience for this show is the travel consumer from Massachusetts, but there are many opportunities to develop relationships with travel writers, travel agents, and tour operators.

Rationale: This show and market have proven to be productive for our region. We will exhibit here until it proves to be unsuccessful.

Partners: TMH works with our business partners to distribute their marketing materials at the show.

Budget Description: The budget for this item includes: travel expenses, supplies, the marketing efforts to gain business partnerships, exhibition time and booth rental.

MTMPP Award: \$3,500.00

Cash Match: \$2,000.00

In-Kind Match: \$0.00

Element 9: Discover New England Travel Summit

Project: Consumer & Industry Trade Shows

Element Description: The International Marketplace and Annual Tourism Summit is an annual conference aimed at educating the New England hospitality industry about international tourism marketing. The conference location for 2008 has yet to be determined.

Timeline: The exact dates are unknown for next year, but usually the show takes place near the end of March.

Tracking: The effectiveness of this show can be determined by the reception to the region's product offerings in the marketplace and any press that the region gets from the travel writers that attend the show.

Target Market: Travel writers, travel agents, and tour operators.

Rationale: The international market seems very interested in our region in Maine, particularly the German operators and press. We are looking to continue our participation in this event to be able to maintain awareness of the region as a viable option for the international traveler.

Partners: TMH works with our business partners to distribute their marketing materials at the show.

Budget Description: The budget for this item includes: travel expenses, supplies, the marketing efforts to gain business partnerships, attendance at scheduled meetings and booth rental.

MTMPP Award: \$2,000.00

Cash Match: \$1,250.00

In-Kind Match: \$0.00

Element 10: Sea Trade Cruise Shipping Convention

Project: Consumer & Industry Trade Shows

Element Description: The Sea Trade Cruise Shipping Convention is the largest annual gathering of cruise line owners, suppliers, and operators in the world.

Timeline: The exact dates are unknown for next year, but usually the show takes place near the middle of March.

Tracking: The results of this show can be tracked by collecting the responses of the cruise ship owners and how many new cruises are added to the season. Since TMH has started attending this show, The Bangor Waterfront saw 750 passengers in 2005, 850 in 2006 and is anticipating an estimated 1,750 passengers in 2007.

Target Market: Small-ship cruise line owners and operators.

Rationale: We will work with the Cruise Maine Coalition, the Maine Port Authority, and the Maine Office of Tourism to market The Bangor Waterfront as a desirable destination for cruise line passengers. The demand for cruises to Maine is increasing and cruise operators are responding. This is an excellent opportunity to get face time with the cruise line owners, to let them know what we are doing to enhance their passengers experience in Maine.

Partners: TMH works with our business partners to distribute their marketing materials at the show.

Budget Description: The budget for this item includes: travel expenses, supplies, the marketing efforts to gain business partnerships, exhibition time and booth rental (Cruise Maine Coalition).

MTMPP Award: \$3,000.00

Cash Match: \$550.00

In-Kind Match: \$0.00

Element 11: Maine Media Marketplace

Project: Consumer & Industry Trade Shows

Element Description: This annual event, which is planned by Nancy Marshall Communications, brings businesses throughout Maine together with a target group of travel media for a networking event.

Timeline: The event takes place in March at various locations. Follow-up with the writers will conclude at the end of the grant cycle.

Tracking: By following up with the writers and tracking the press that we get from the different travel media that we network with, we will be able to tell if this event is successful.

Target Market: Travel media professionals.

Rationale: This show and market have proven to be productive for our region. We will exhibit here until it proves to be unsuccessful.

Partners: TMH works with our business partners to distribute their marketing materials at the show. We also partner with the shows creator, Nancy Marshall Communications.

Budget Description: The budget for this item includes: travel expenses, supplies, the marketing efforts to gain business partnerships, exhibition time and booth rental.

MTMPP Award: \$2,000.00

Cash Match: \$0.00

In-Kind Match: \$0.00

Element 12: Chamber Specific Trade Shows

Project: Consumer & Industry Trade Shows

Element Description: The Maine Highland region chambers of commerce have individual trade shows within their regions. TMH would like to participate in these trade shows to increase regional recognition.

Timeline: This project would start with the first regional trade show and end with the last regional trade show.

Tracking: Tracking for this show is dependent on individual businesses that are taking advantage of TMH co-op advertising program. TMH will work with its business partners and CentRO to develop a mechanism for gathering this information and attempt to track resulting business.

Target Market: In-state travelers and the regional membership

Rationale: The Maine Highland region chambers of commerce have individual trade shows within their regions. TMH would like to participate in these trade shows to increase regional recognition.

Partners: TMH will work with our chambers and business representatives

Budget Description: The budget for this item includes: travel expenses, supplies, the marketing efforts to gain business partnerships, exhibition time and booth rental.

MTMPP Award: \$500.00

Cash Match: \$500.00

In-Kind Match: \$0.00

Element 13: Hunting & Fishing Trade Show

Project: Consumer & Industry Trade Shows

Element Description: The Maine Highlands as a region, would like to have more representation at hunting and fishing trade

shows. This is a large market for many of the regions.

Timeline: This project would start with the yet to be determined trade show.

Tracking: Tracking for this show is dependent on individual businesses that are taking advantage of TMH co-op advertising program. TMH will work with its business partners and CentRO to develop a mechanism for gathering this information and attempt to track resulting business.

Target Market: Hunters and fishermen in the out of state market

Rationale: The Maine Highlands as a region, would like to have more representation at hunting and fishing trade shows. This is a large market for many of the region.

Partners: TMH will work with our chambers and business representatives

Budget Description: The budget for this item includes: travel expenses, supplies, the marketing efforts to gain business partnerships, exhibition time and booth rental.

MTMPP Award: \$3,300.00

Cash Match: \$1,000.00

In-Kind Match: \$800.00

Project 12: The Maine Highlands Website

Project Type: Website Development

Description: The Maine Highlands website is a useful tool for presenting the region in a cost-effective manner to out of area potential visitors. By revamping the website, we are aiming in providing a more streamline, less confusing multi-media presentation to the viewer.

Element 14: The Maine Highlands Website

Project: The Maine Highlands Website

Element Description: The Maine Highlands website is a useful tool for presenting the region in a cost-effective manner to out of area potential visitors. By revamping the website, we are aiming in providing a more streamline, less confusing multi-media presentation to the viewer.

Timeline: This project would start at the beginning of the grant cycle and commence in the winter of 2007.

Tracking: We will use the statistics of the website to gauge if TMH as a region is getting increasing hits to our site and affiliate sites.

Target Market: Potential travelers to TMH region, travel writers, tour operators and receptive operators.

Rationale: The Maine Highlands website is a useful tool for presenting the region in a cost-effective manner to out of area potential visitors. By revamping the website, we are aiming in providing a more streamline, less confusing multi-media presentation to the viewer.

Budget Description: The budget for this item includes: development of the website and expenses related to development.

MTMPP Award: \$3,250.00

Cash Match: \$0.00

In-Kind Match: \$0.00

Project 13: Southern Piscataquis Waterfall Guide and Photography Library

Project Type: Website Development

Description: The Maine Highlands website is a useful tool for presenting the region in a cost-effective manner to out of area potential visitors. A planned waterfall guide for the Southern Piscataquis county, researched and written by Erik Stumpf, is being offered to The Maine Highlands. The cost of this material would be

setting up a website for it. This content can be worked into TMH nature based activity website that was created specifically for the Piscataquis Tourism Task Force in 2007.

Element 15: Website & Library - Waterfall Guide

Project: Southern Piscataquis Waterfall Guide and Photography Library

Element Description: The Maine Highlands website is a useful tool for presenting the region in a cost-effective manner to out of area potential visitors. A planned waterfall guide for the Southern Piscataquis county, researched and written by Erik Stumpf, is being offered to The Maine Highlands. The cost of this material would be setting up a website for it. This content can be worked into TMH nature based activity website that was created specifically for the Piscataquis Tourism Task Force in 2007.

Timeline: Erik Stumpf has created and maintained all of the information for the site. A timeline for this project would depend on the availability of information and if there are continuous additions to the guide.

Tracking: We will use the statistics of the website and visitation to sites to gauge if TMH as a region is benefiting from this waterfall guide.

Target Market: Potential travelers to TMH region; Waterfall enthusiasts

Rationale: The Maine Highlands website is a useful tool for presenting the region in a cost-effective manner to out of area potential visitors. A planned waterfall guide for the Southern Piscataquis county, researched and written by Erik Stumpf, is being offered to The Maine Highlands. The cost of this material would be setting up a website for it. This content can be worked into TMH nature based activity website that was created specifically for the Piscataquis Tourism Task Force in 2007. TMH also has a photography library by Roger Merchant, which we would like to incorporate into the website.

Budget Description: The budget for this item includes: developing design, formatting content and expenses of the basic launch and maintenance of the website.

MTMPP Award: \$1,400.00

Cash Match: \$0.00

In-Kind Match: \$2,000.00

Project 14: Cape Breton Highlands & The Maine Highlands

Project Type: Familiarization Tours

Description: The Maine Highlands will partner with Signature Resorts in Canada, to provide a familiarization trip to a group of targeted and handpicked travel writers and travel agents. This trip will encompass the highlands area of both Maine and Canada.

Element 16: Highlands & the Highlands

Project: Cape Breton Highlands & The Maine Highlands

Element Description: The Maine Highlands will partner with Signature Resorts in Canada, to provide a familiarization trip to a group of targeted and handpicked travel writers and travel agents. This trip will encompass the highlands area of both Maine and Canada.

Timeline: This project will start in May of 2007 and conclude in the fall of 2007. Follow up will conclude at the end of the grant cycle.

Tracking: Tracking for this project will be done by collecting press clippings, articles and keeping constant contact with the attendees.

Target Market: Travel writers and travel agents

Rationale: The goal of any familiarization trip is to increase knowledge about the specific targeted area. The Maine Highlands will partner with Signature Resorts in Canada, to provide a familiarization trip to a group of targeted and handpicked travel writers and travel agents. This trip will encompass the highlands area of both Maine and Canada, thus the trip has a common thread.

Partners: Signature Resorts out of Atlantic Canada

Itinerary: Yet to be determined, details will be available by July 2008.

Budget Description: The budget for this project includes: travel expenses and any minor expense that needs to be covered along the tour itinerary.

MTMPP Award: \$5,000.00

Cash Match: \$0.00

In-Kind Match: \$0.00

Project 15: Scholarships for Governor's Conference on Tourism

Project Type: Tourism Product Development

Description: Allowing the increase attendance at the Governor's Conference on Tourism, can only benefit the tourism community. A day of recognition, awards, and educational seminars should be available to everyone in the industry. TMH would like to dedicate some of the grant's monies to providing scholarships for attendance to those businesses or organizations that cannot afford the conference but should be attendance.

Element 17: Scholarships for Governor's Conference on Tourism

Project: Scholarships for Governor's Conference on Tourism

Element Description: Allowing the increase attendance at the Governor's Conference on Tourism, can only benefit the tourism community. A day of recognition, awards, and educational seminars should be available to everyone in the industry. TMH would like to dedicate some of the grant's monies to providing scholarships for attendance to those businesses or organizations that cannot afford the conference but should be attendance.

Timeline: This project would begin a month before the Governor's Conference on Tourism takes place. Next years conference will be on the second Tuesday of February.

Tracking: Tracking for this project can be done by gauging the response and interest in gaining a scholarship.

Target Market: Small business owners and non-profit organizations that have face to face contact with visitors.

Rationale: Allowing the increase attendance at the Governor's Conference on Tourism, can only benefit the tourism community. A day of recognition, awards, and educational seminars should be available to everyone in the industry. TMH would like to dedicate some of the grant's monies to providing scholarships for attendance to those businesses or organizations that cannot afford the conference but should be attendance.

Budget Description: The budget for this project includes: scholarship opportunities for the conference.

MTMPP Award: \$600.00

Cash Match: \$0.00

In-Kind Match: \$0.00

Project Quick Reference

	<u>MTMPP Award</u>	<u>Cash Match</u>	<u>In-Kind Match</u>
PSA Project			
PSA Project	\$10,000.00		
Web Application Streamlining			
Web Application Streamlining	\$2,050.00		
CENTRO Tracking / Measurement			
CENTRO Tracking / Measurement	\$4,875.00		
Administrative Costs			
Administrative Costs	\$17,400.00		
Packaging Follow-Up & Marketing			
Packaging Follow-Up & Marketing	\$2,000.00	\$1,500.00	\$675.00
Free Stay Maine Program			
Free Stay Maine Program	\$3,000.00	\$0.00	\$0.00
Maine Invites You			
Maine Invites You	\$2,000.00	\$6,500.00	\$2,500.00
Out of State Advertising			
Out of State Advertising	\$14,000.00	\$750.00	\$500.00
Travel Agent, Travel Writer & Tour Operator Follow-Up			
Travel Agent, Travel Writer & Tour Operator Follow-Up	\$1,200.00	\$0.00	\$0.00
Hospitality Industry Training Marketing			
Hospitality Industry Training Marketing	\$2,800.00	\$3,000.00	\$0.00
Consumer & Industry Trade Shows			
Eastern States Exposition	\$3,125.00	\$2,000.00	\$2,000.00
Boston Globe Travel Show	\$3,500.00	\$2,000.00	\$0.00
Discover New England Travel Summit	\$2,000.00	\$1,250.00	\$0.00
Sea Trade Cruise Shipping Convention	\$3,000.00	\$550.00	\$0.00
Maine Media Marketplace	\$2,000.00	\$0.00	\$0.00
Chamber Specific Trade Shows	\$500.00	\$500.00	\$0.00
Hunting & Fishing Trade Show	\$3,300.00	\$1,000.00	\$800.00
The Maine Highlands Website			
The Maine Highlands Website	\$3,250.00	\$0.00	\$0.00
Southern Piscataquis Waterfall Guide and Photography Library			
Website & Library - Waterfall Guide	\$1,400.00	\$0.00	\$2,000.00
Cape Breton Highlands & The Maine Highlands			
Highlands & the Highlands	\$5,000.00	\$0.00	\$0.00
Scholarships for Governor's Conference on Tourism			
Scholarships for Governor's Conference on Tourism	\$600.00	\$0.00	\$0.00

Budget Summary

Proposed MTMPP Award:	\$69,600.00
Administrative Costs:	\$17,400.00
Cash Match:	\$19,050.00
In-Kind Match:	\$8,475.00
Total Match:	\$27,525.00
Total Proposed Budget:	\$97,125.00